



NO.
29

The famous C.B.S.
TELEVISION and
RADIO *Laff-Riot!*

10¢

my Friend Irma

10¢

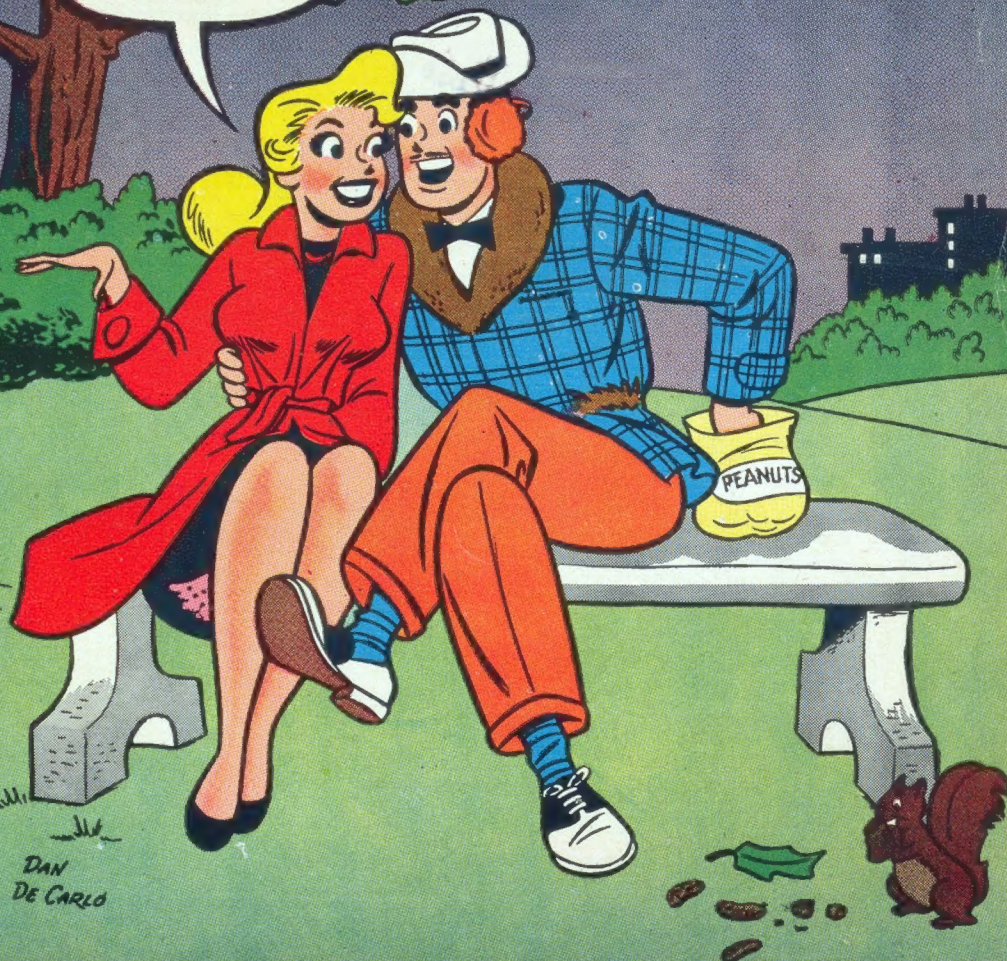
MARCH

ON SALE
MONTHLY



WHAT KIND OF HUSBAND ARE YOU
LOOKIN' FOR, IRMA?

NONE! I'M LOOKING
FOR A SINGLE
MAN!



AUTHORIZED
A.C.M.P.



DAN
DE CARLO

Build a Fine Business... Full or Spare Time!

I'll Put a "Shoe Store Business" in Your Pocket!

SHOE BUSINESS



You Don't Invest a Cent!
I Furnish Everything Free!

Want to have lots of money in your pocket—always? Then rush the coupon below and start toward your own business. In many ways it's better than a retail store of your own! I plan to give it to you absolutely **FREE**. You don't invest a penny now or ever! Be in this highly profitable business **QUICK**.

HERE'S WHY IT'S BETTER!

As the direct factory man handling the quick-selling line of this 47-year old, million-dollar company you have a limitless market, because everybody wears shoes. Start by selling to relatives, friends, neighbors. That will prove the fine quality leathers—superb craftsmanship—money-saving value—and unequalled comfort-fit! Then branch out on a big scale.

It's easy to fit folks in the exact style they want—no need to substitute—you draw on our huge factory stock of over 175,000 pairs plus huge daily factory production.

Sales build up from friend to friend quickly, like a snowball. Recommendations, repeat orders and new customers build you a big income in a surprisingly short time. No wonder some of our top Shoe Counselors make from \$5 to \$10 every hour they spend taking orders!

EXCLUSIVE FEATURES

People demand nationally advertised Mason Shoes because of their exclusive comfort features, up-to-the-minute styling. Foamy-soft exclusive Velvet-Eez Air Cushion innersole makes walking a real pleasure—like "walking on air!" Ten-second demonstration lets customer actually feel air cushion, brings quick sales!

These splendid shoes bear famous Good Housekeeping Guarantee Seal.



Velvet-eez
THE AIR ON PAT OFF

MASON SHOE MFG. CO.

Dept. MA-64 CHIPPEWA FALLS, WISC.

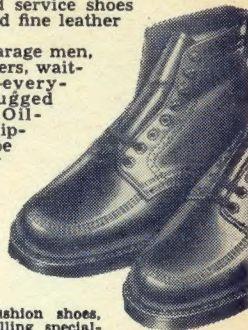
BIG, STEADY PROFITS FOR YOU — NO OVERHEAD!

That's right! You have all the advantages of a profitable shoe store business *without* the expenses of rent, light, heat, etc. You are independent and invest nothing but your time. Your generous profit is **ALL YOURS!** No wonder Mason men are making more money than ever before. Even if you start in spare time, you will soon want to devote full time to this steady, repeat-order big-income business!

No Experience Needed... Make Money First Hour!

You need no experience to make money right away. Some men have made up to 20 sales their first day. You feature 151 styles of smart dress shoes, casual sport shoes, and practical work and service shoes for men and women, boots and fine leather jackets, too.

Sell to service station and garage men, waiters, factory workers, barbers, waitresses, nurses, housewives—everybody! Such features as Rugged Horsehide Shoes, Neoprene Oil-Resistant Soles, Gro-Cork Slip-Resistant Soles, Steel Safety Toe shoes make Mason Shoes easy to sell.



SEND NOW!

I have a powerful Selling Outfit I'm going to send you absolutely **FREE** as soon as I receive your coupon. This outfit includes actual 10-second demonstrator, famous Automatic Selling Plan, and features exclusive Velvet-Eez Air-Cushion shoes, fine leather jackets—other fast-selling specialties. To take advantage of this opportunity of your life, rush me the coupon below **NOW!** You'll be glad you did!

SEND FOR FREE OUTFIT

Mr. Ned Mason, Sales Manager
Mason Shoe Mfg. Co., Dept. MA-64
Chippewa Falls, Wisc.

Please put a "Shoe Store Business" in my pocket by rushing **FREE** and postpaid your Powerful Selling Outfit—so I can start making Big Money my very first hour!

Name

Age

Address

Town..... State.....

AMERICA'S FUNNIEST TELEVISION AND RADIO STAR

My Friend IRMA

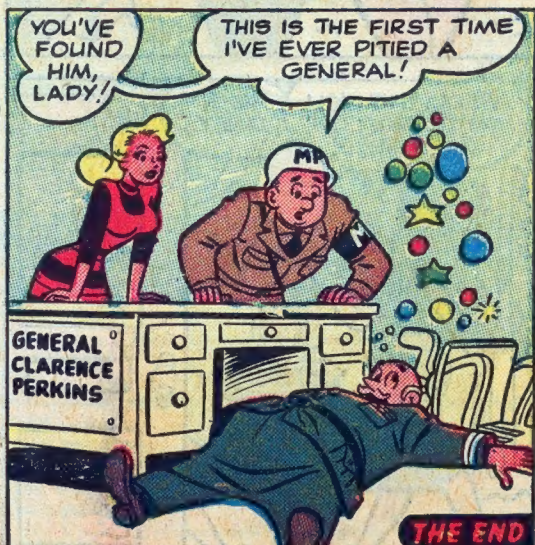


BASED ON THE C.B.S. PROGRAM "MY FRIEND IRMA" CREATED BY CY HOWARD









FOR THE BEST IN HUMOR LOOK FOR THE ATLAS SEAL ON THE COVER!





THE PROVED WAY TO BUILD MUSCLES OF STEEL!

Barbell training—that's the answer! No other type of exercise can build your muscles bigger or faster than the correct use of barbells. Thousands and thousands of young men all over the country are finding that barbell exercise gives them magnificent physiques in a few short weeks. You, too, can be powerful, can build muscles of steel. Try the PROVED way to gain massive strength and a dynamic body... order your "BODY-BILD" Barbells now—the equipment used by many champions!

"BODY-BILD" SPECIAL 41-PC. BARBELL SET

Makes Numerous Barbell, Dumbbell, Swingbell, Kettlebell, etc. Combinations

ONLY \$16⁹⁵

GIVEN!
Picture Book of Instructions

Guides you every step of the way. Pictures show you—instructions tell you—what to do. Want muscles and a gain in weight? Want to reduce, yet build bulging muscles? Just follow the book's instructions. This Picture Book of progressive exercises is given with every order.

"BODY-BILD" Barbells and Dumbbells are the best made equipment money can buy, at prices that are lower than inferior brands. Wait 'til you see the "BODY-BILD" set you order. You will be overjoyed at the precision finish,

the handsome gleaming appearance of each piece. "BODY-BILD" equipment is made to last a lifetime! Order now while our prices are low and sets are available.

SPECIAL OFFER

41-Pc. BARBELL SET

(shown above) Consists of

- | | |
|---------------------|----------------------|
| 1 - 4 ft. steel bar | 2 - 14" steel bars |
| 6 - Small collars | 2 - 9" steel bars |
| 2 - Long collars | 2 - Kettlebells |
| 2 - 5 lb. plates | 2 - 7" steel bars |
| 8 - 2½ lb. plates | 2 - 5" steel sleeves |
| 10 - 1½ lb. plates | 1 - Headstrap |
| 1 - Wristroller | |

Other "Body-Bild" Barbell Sets As Low As \$12.95

- | | |
|-----------------------------|---------|
| 2. 30 lb. Dumbbell Set..... | \$ 8.95 |
| 3. 50 lb. Barbell Set..... | 12.95 |
| 4. 100 lb. Barbell Set..... | 20.95 |
| 5. 110 lb. Barbell Set..... | 22.95 |
| 6. 160 lb. Barbell Set..... | 31.95 |
| 7. 210 lb. Barbell Set..... | 41.95 |
| 8. 360 lb. Barbell Set..... | 69.95 |

All Prices F.O.B. Foundry, Mansfield, Pa.
BODY-BILD BARBELL CO., Dept. 100.4
26 East 46th Street, New York 19, N. Y.

MAIL COUPON TODAY—AND BE ON YOUR WAY TO A DYNAMIC, POWERFUL, MUSCULAR BODY!

BODY-BILD-BARBELL CO., Dept. 100.4
26 East 46th Street, New York 19, N. Y.

ORDER THIS WAY:

Gentlemen: I enclose _____
Rush me Body-Bild Set No. _____
Include my Picture Book of Instructions. (At least ½ down payment required with C.O.D. orders. Freight charges to be paid by customer.)

NAME _____

ADDRESS _____

CITY _____ STATE _____

AGE _____ WEIGHT _____ HEIGHT _____

"Body-Bild" Special Barbell Set Makes Many Combinations:



BARBELL SET
For power, muscular bulk, you get "BODY-BILD" highest quality construction.



DUMBBELL SET
To add inches of muscle to your body, "BODY-BILD" means balanced equipment.



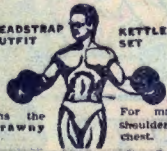
SWING BELL OUTFIT
For upper torso development. Gain vigor and supermanly form.



LIFTING SET
By easy stages you reach the point of heavy lifting.



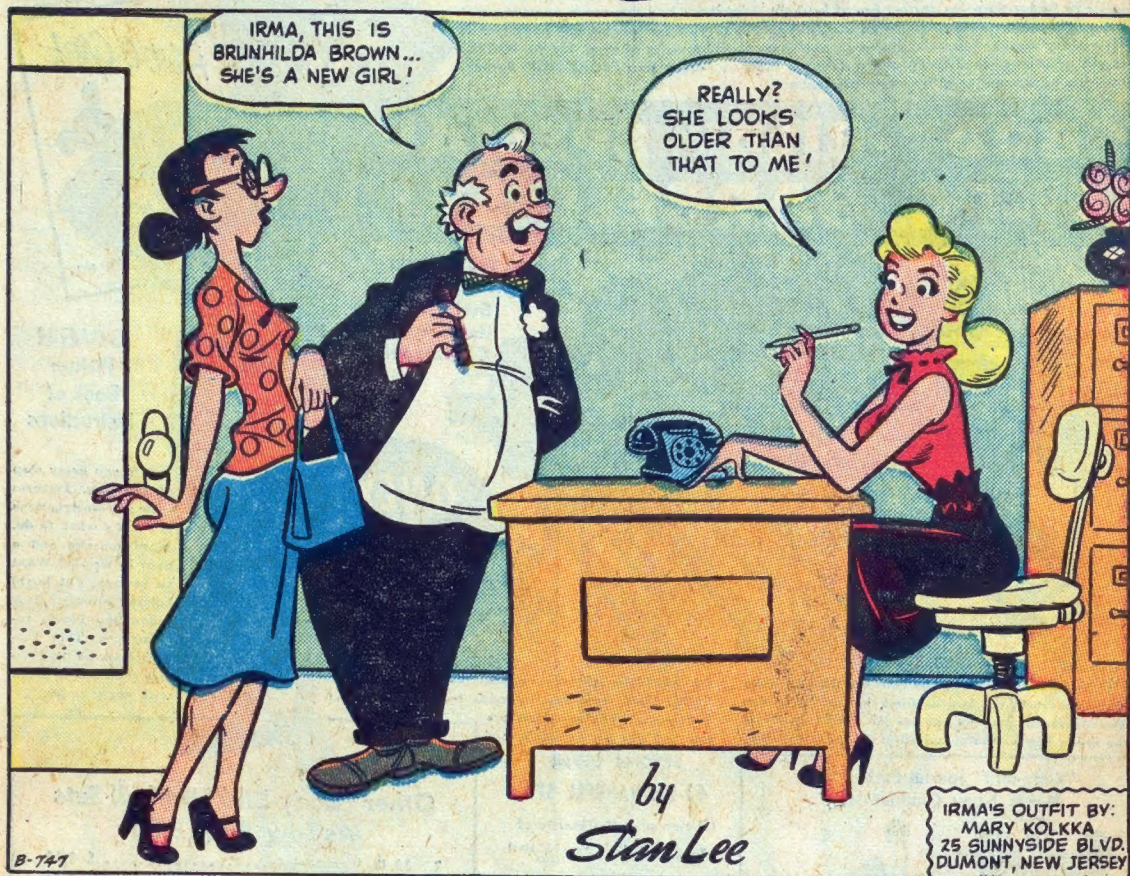
HEADSTRAP OUTFIT
Strengthens the most scrawny neck.

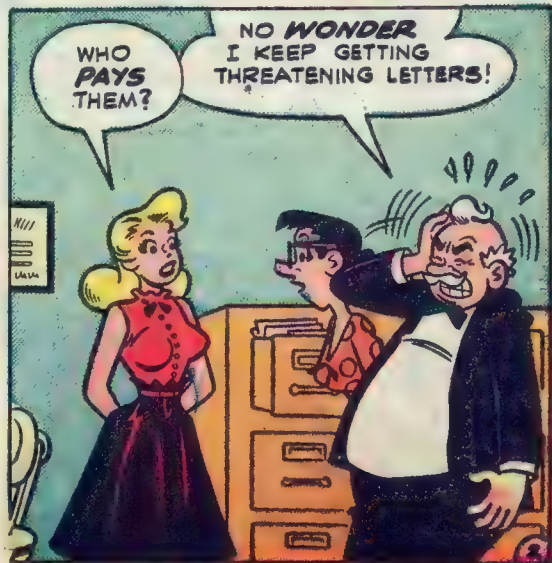
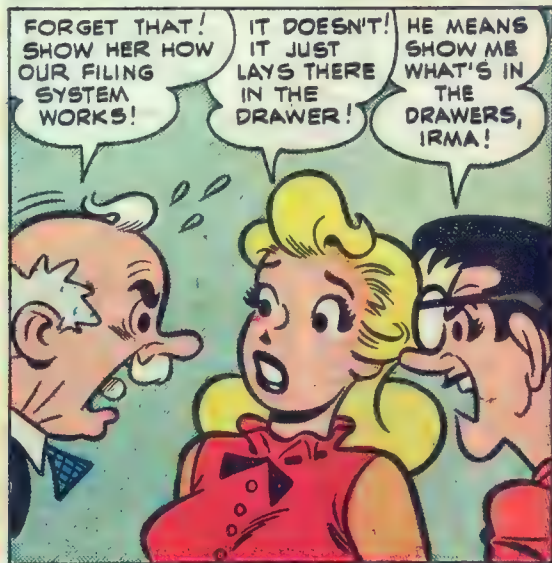
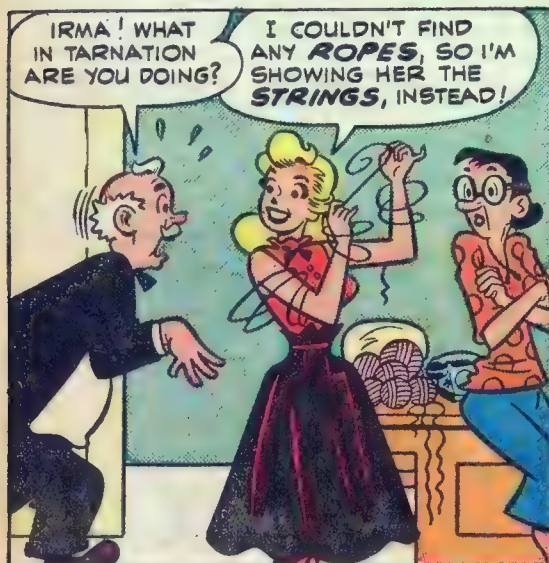
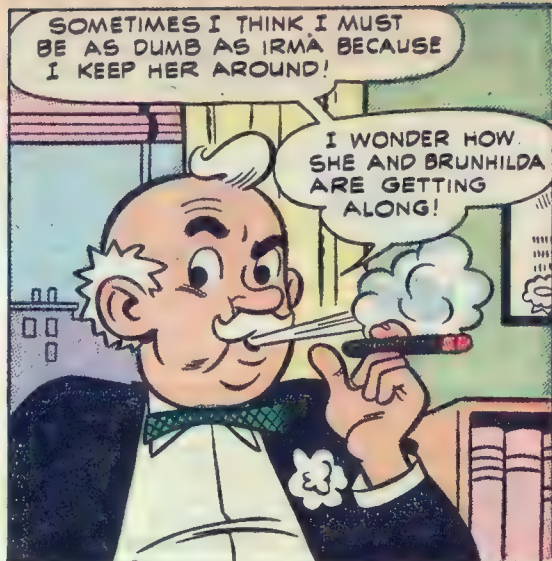
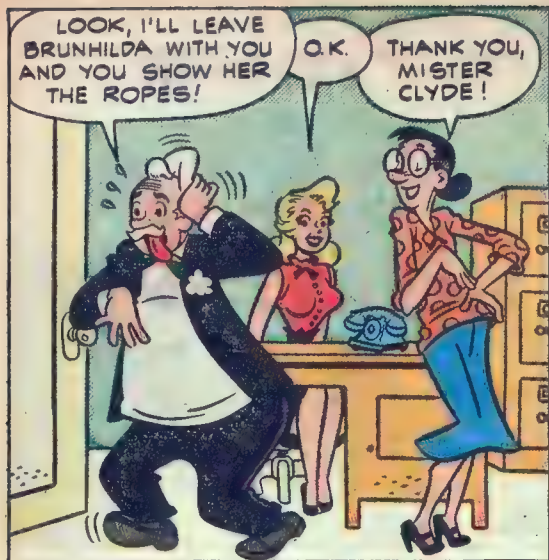


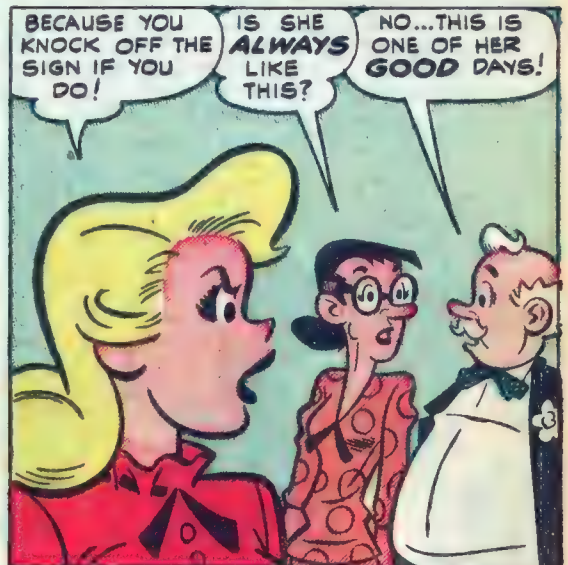
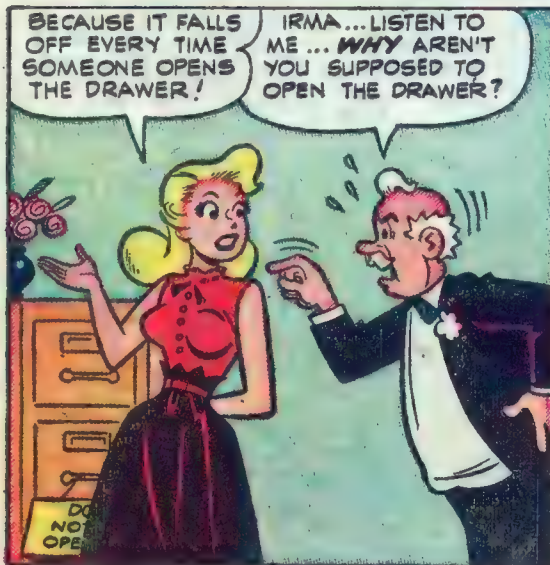
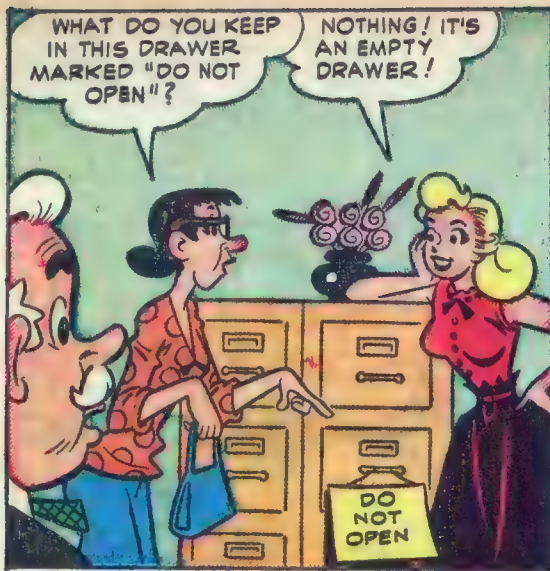
KETTLEBELL SET
For massive shoulders and chest.

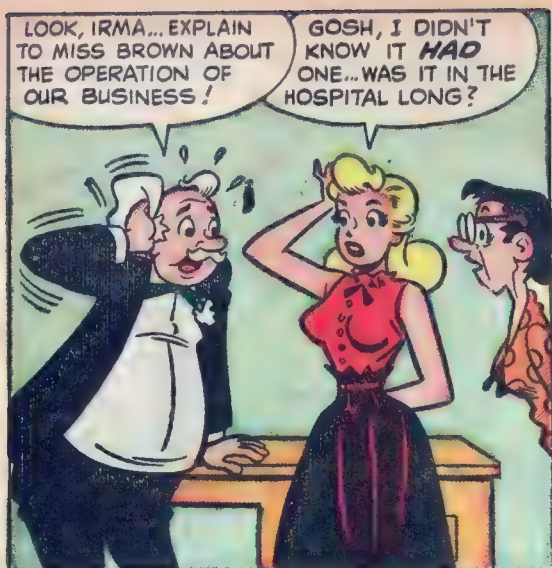
AMERICA'S FUNNIEST TELEVISION AND RADIO STAR

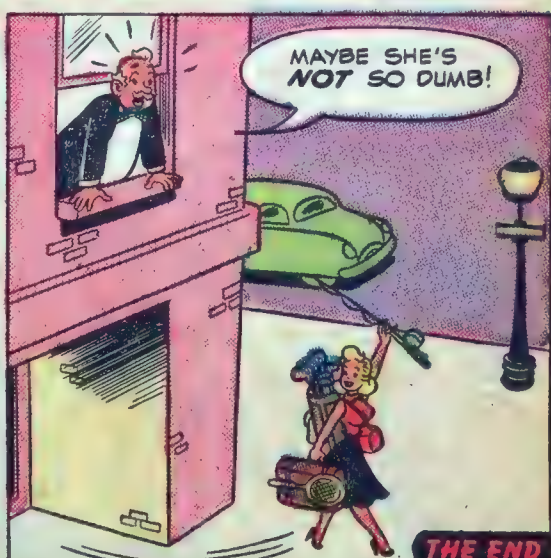
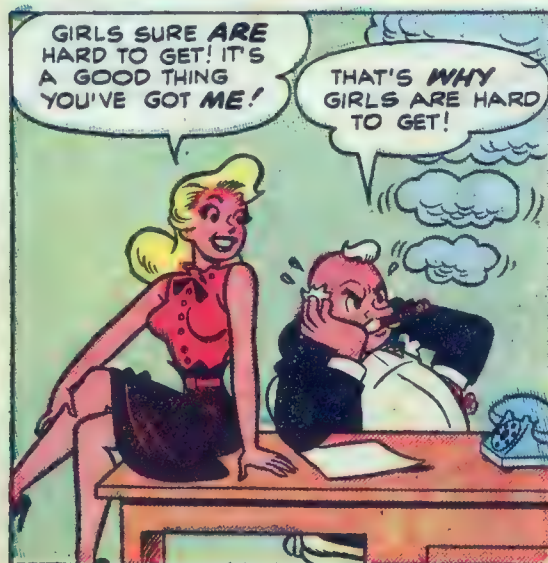
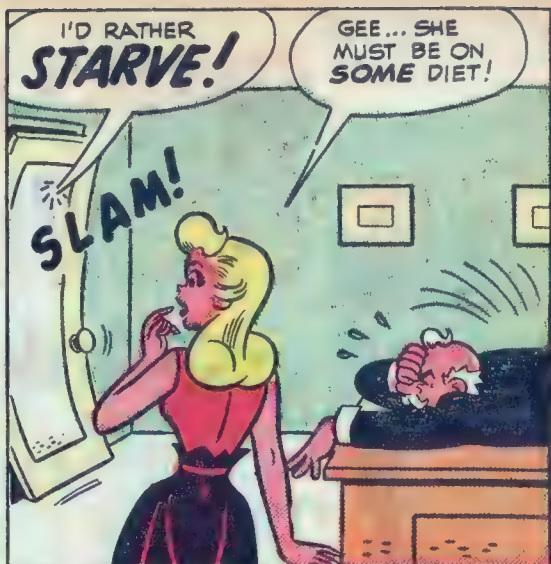
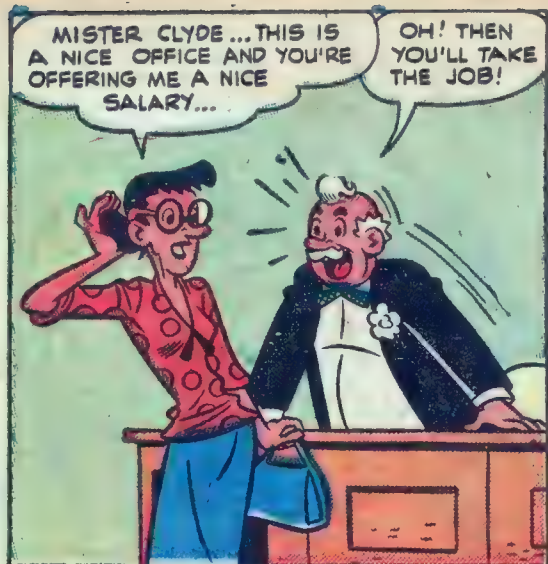
My Friend **IRMA**





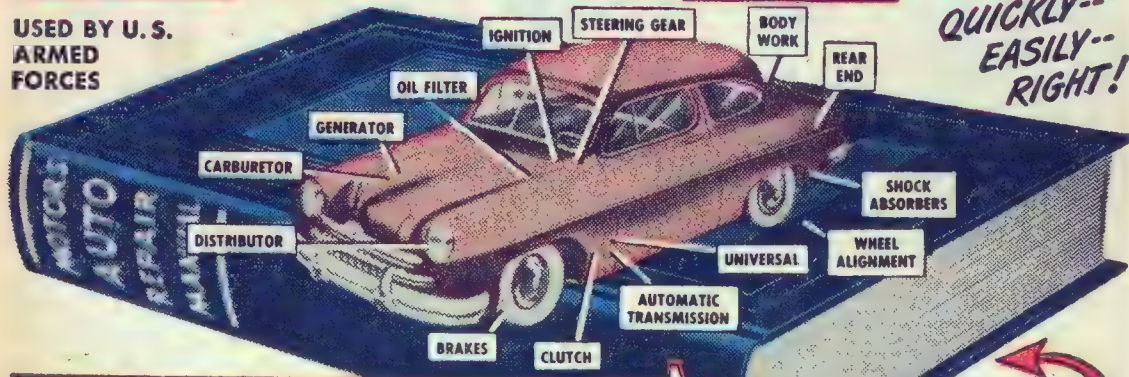






HOW TO FIX ANY PART OF ANY CAR

USED BY U.S.
ARMED
FORCES



QUICKLY--
EASILY--
RIGHT!

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Chrysler	Lafayette	Plymouth
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Dodge	Mercury	Terraplane
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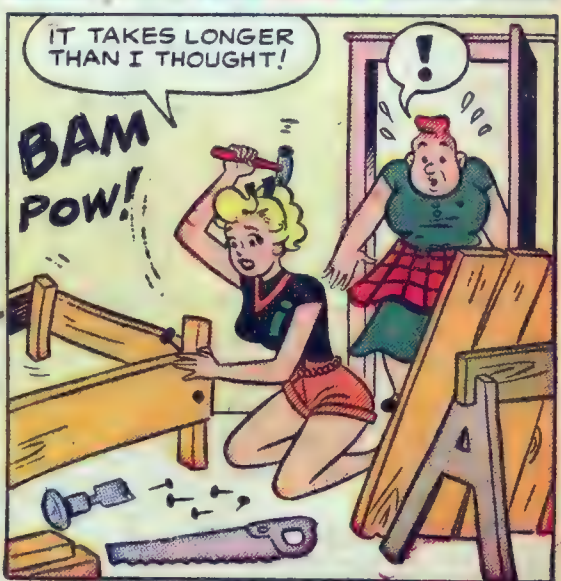
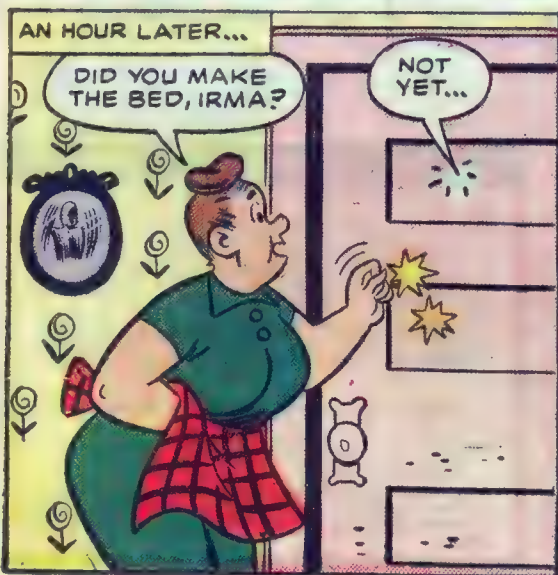
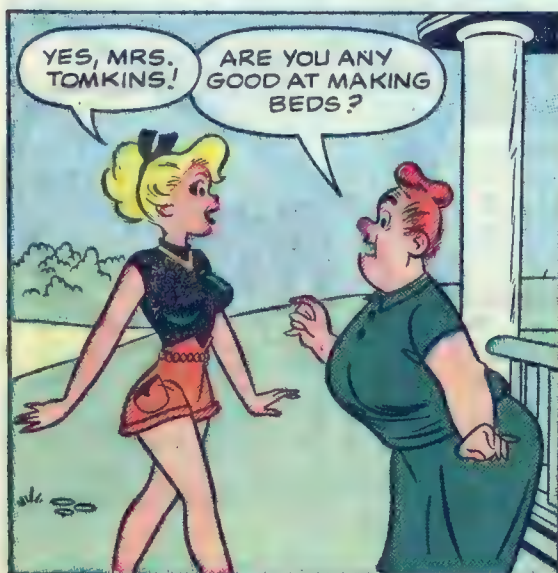
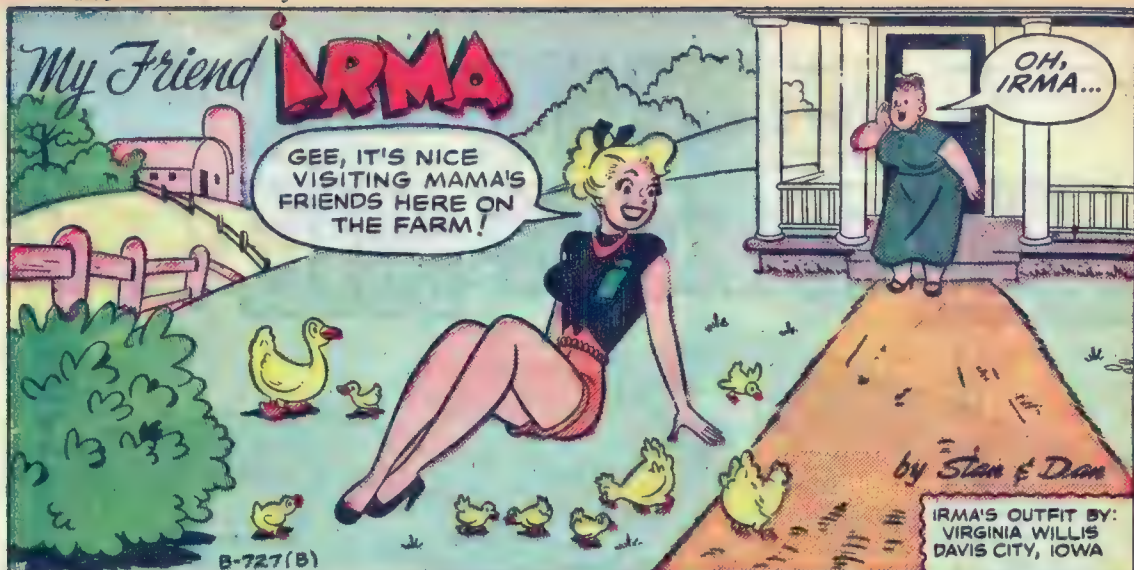
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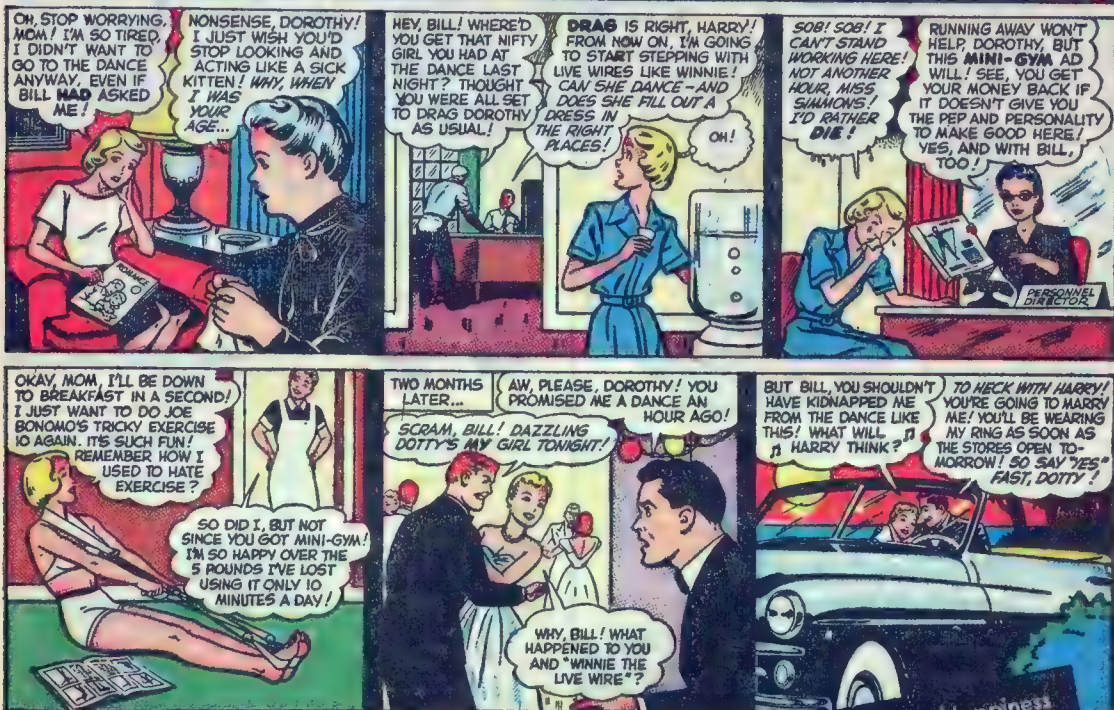
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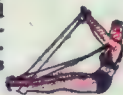
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It's Fun Gaining a Glamorous Figure . . .
NEW ♦ EASY ♦ EXCITING

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For a real thrill—wait 'til you get your eager hands (yes, and feet, too) into Joe Bonomo's new magic '**MINI-GYM**' home exerciser! Even though you always hated exercise before, with Mr. Bonomo's big, new personal instruction book and '**MINI-GYM**', you'll revel in it! And revel still more in the ravishing figure '**MINI-GYM**' helps you develop. All in such a short time, too!



Yours FREE! BUILDS PEP AND PERSONALITY—FAST!

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Every thrill-packed page written for you by Joe Bonomo, international beauty and physical devel-

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Just 10 happy minutes a day with '**MINI-GYM**', and your whole body just sings with vibrant, new energy! You're at your best—ready to do anything—go anywhere—all the time! Why? Because '**MINI-GYM**'—the scientific, all-over, all-around body conditioner — makes you feel and look gloriously, glamorously alive!

Watch Out . . . or Your Men Folk Will Walk Off With 'MINI-GYM'!



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Perfected by famous Joe Bonomo, whom your men folk know as a world-renowned professional strong man, '**MINI-GYM**' is tough enough to give your big brother (husband or son) top training, but so light it can be easily handled by any teen-age girl! Built right into '**MINI-GYM**' is all Mr. Bonomo's first-hand knowledge as both a physical director and beauty expert. So in '**MINI-GYM**' you've got everything it takes for genuine professional body building for women—and men, too!

Gals! Get Hep to Happiness Health—and Real Glamour with **JOE BONOMO'S** New Magic DeLuxe **'MINI-GYM'** **\$3.95** (COMPLETE)

POSITIVE MONEY-BACK GUARANTEE!

Yes, it means just that! Order your '**MINI-GYM**' today. Use it, enjoy it for 10 exciting days. If you're not satisfied in every way—in fact, delighted—just return '**MINI-GYM**,' and your money will be instantly refunded!

SEND NO MONEY! MAIL 'NO RISK' COUPON NOW!

Order Your '**MINI-GYM**' by Model S, M or L

Model S ☐ If you are under 5 ft. tall

Model M ☐ If you are 5 ft. to 5 ft. 10 in. tall

Model L ☐ If you are over 5 ft. 10 in. tall

'MINI-GYM' CORP. Dept. MC 3

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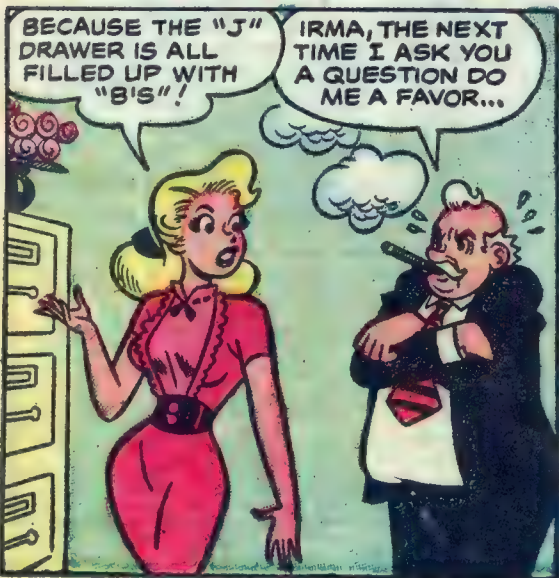
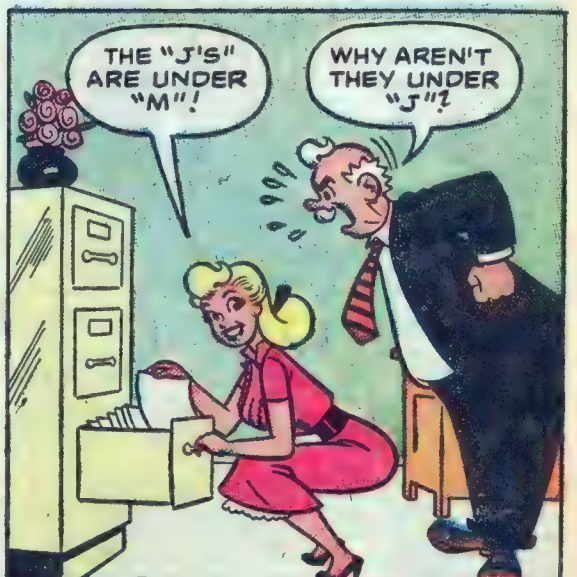
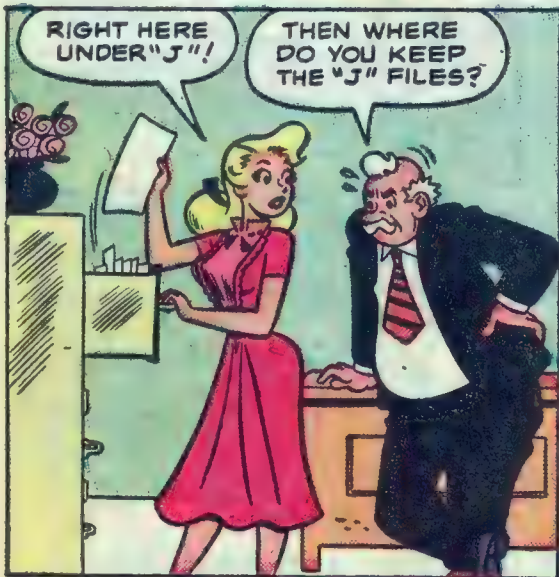
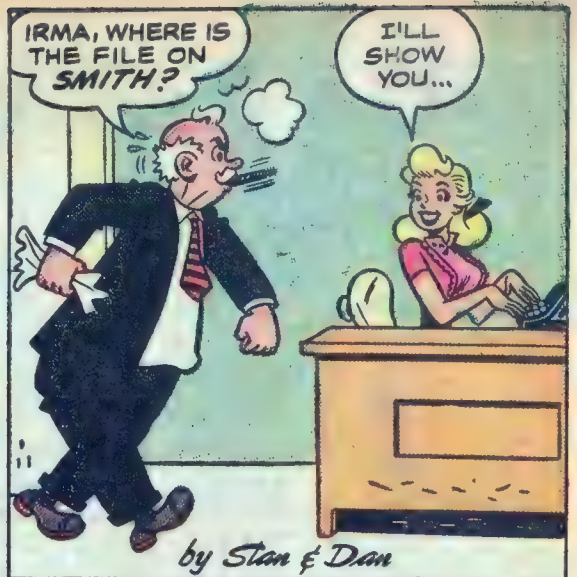
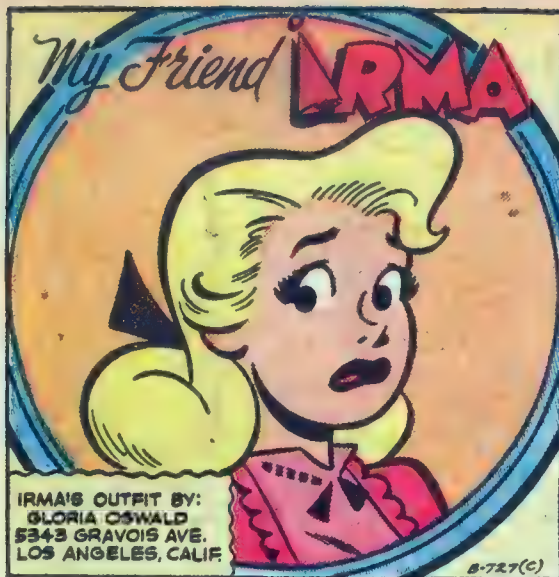
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SENT ON APPROVAL

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Just mail us any picture or snapshot with paper strip measured around ring finger.

We will mount under an exquisite transparency any snapshot of your loved one. Original returned. This luxurious ring, created by a leading designer of fine jewelry is made of solid sterling silver, not plated but SOLID STERLING SILVER. A unique keepsake of your loved one to treasure for years. Try ten days free. Hand tinted in natural flesh tones 50 cents extra. Pay postman only \$1.98 plus few cents postage and tax. Order this popular fascinating ring now. Ring is also available in solid gold, not plated but SOLID GOLD, for \$7.95.

GOLDMART

Dept. R 4

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☐ Send C.O.D. (Gold Ring) ☐ I enclose \$7.95 (Gold Ring)
☐ Please hand tint ring selected.

Name _____

Address _____

City _____

State _____

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DEVELOP A STRONG HE-MAN VOICE

STRENGTHEN your voice this tested scientific way. Yes—you may now be able to improve the POWER of your speaking and singing voice—and in the privacy of your own room! Self-training lessons, mostly silent. No music required.

WRITE TODAY FOR FREE BOOK!

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Send your poems for free examination. Any subject.
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Just send Name & Address to
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Ugly BLACKHEADS OUT IN SECONDS

Keep your complexion free of Blackheads this new way—look attractive instantly!

Try VACUTEX
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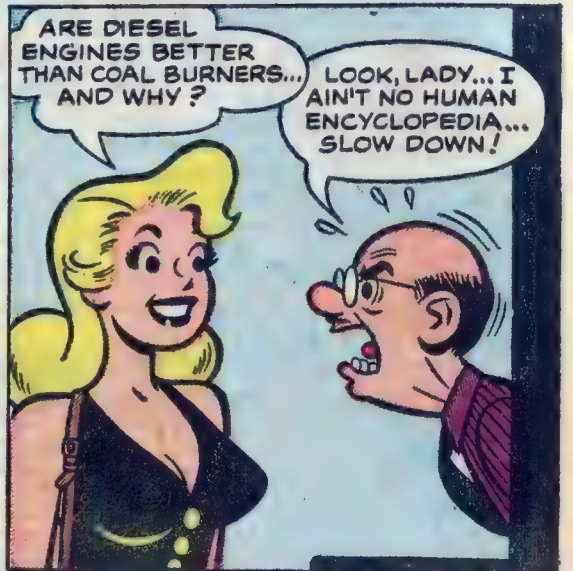
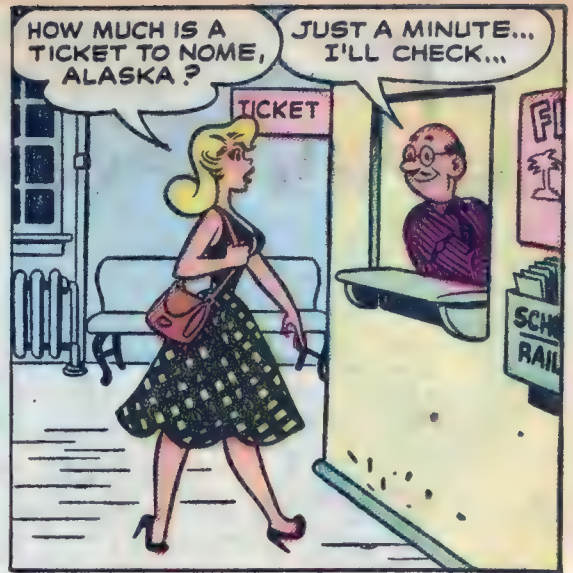
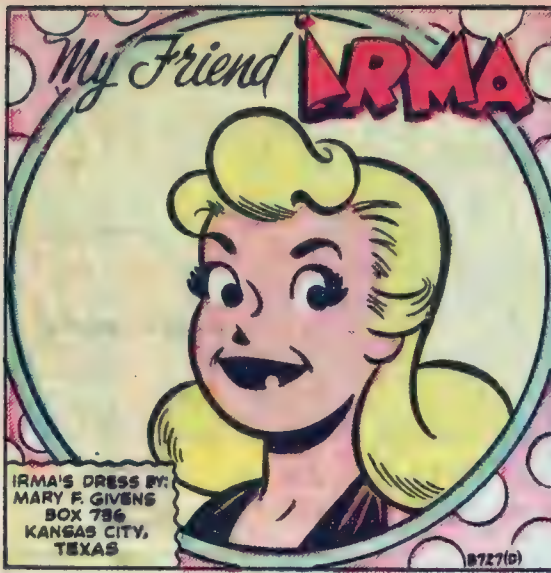
The amazingly effective Vacutex extracts Blackheads automatically—WITHOUT squeezing the skin or injuring tissues. Easy to use with three fingers. It reaches Blackheads anywhere. Try it 10 days and if not delighted, return VACUTEX and your money will be refunded.

10 DAY TRIAL COUPON

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19 West 44th St., New York 18, N. Y.

☐ Enclosed find \$1. Send postpaid.
☐ Send C.O.D. I will pay postman \$3 plus postage; \$1 refund if not delighted.

SORRY, NO C. O. D.'s OUTSIDE U. S. A.



IRMA'S DEPARTMENT OF UTTER CONFUSION!

HUNTING IDEA BY:
BOBBY FOSINI
7 MT. JOY PLACE
NEW ROCHELLE, N.Y.

HI, FRIENDS:

AMBER TOLD ME I OUGHTTA WATCH OUT FOR THE SQUIRRELS BECAUSE THEY MIGHT TRY TO EAT ME! BUT THAT'S SILLY... SQUIRRELS ONLY EAT *NUTS*. INCIDENTALLY, I HAVE A BIG TREAT FOR YOU NEXT ISSUE! I'M GOING TO TELL YOU *HOW I MET AL*! DON'T MISS IT! I'VE GOT TO SIGN OFF NOW BECAUSE AL AND I ARE GOING HUNTING... HE WENT OFF TO HUNT ENOUGH MONEY TO BUY A GUN, AND NOW I'M GOING OFF TO HUNT FOR *AL*! SO UNTIL NEXT MONTH, THIS IS YOUR FRIEND

Irma

THIS MONTH'S WINNING IRMA-ISMS:

JANE: WHAT ARE YOU DOING WITH THAT CAN OF RED PAINT?

IRMA: AL SAID WE WERE GOING TO PAINT THE TOWN RED TONIGHT!

SUBMITTED BY:

SHEILA GEIDEL
BOX 75, MEADOW LAKE
SASK, CANADA

OWNER: THIS HOUSE GOES BACK TO GEORGE WASHINGTON!

IRMA: WHY? CAN'T YOU KEEP UP THE PAYMENTS?

SUBMITTED BY:

RUBY RUBENSTEIN
54 E. 182ND ST
BRONX 53, N.Y.

IRMA: THIS MATCH WON'T LIGHT!

JANE: WHY NOT?

IRMA: I DON'T KNOW! IT LIT JUST A MINUTE AGO!

SUBMITTED BY:

CATHERINE ALLISON
P.O. BOX 2071
GREENVILLE, S.C.

AL: MY LITTLE NEPHEW THINKS A HOUSE-FLY IS A FLYING HOUSE!

IRMA: REALLY? WHAT KIND OF HOUSE IS IT?

SUBMITTED BY:

DORIS RADCLIFF
SALT LAKE CITY, UTAH

COP: LADY, HAS YOUR DOG GOT A LICENSE?

IRMA: SILLY! HE'S NOT OLD ENOUGH TO DRIVE!

SUBMITTED BY:

TOMMY BENNETT
CONCORD, N.H.

PROF. IRMA, DO YOU KNOW THE NAMES OF THE PRESIDENT'S CABINET?

IRMA: NO, IS IT CHIPPENDALE OR EARLY AMERICAN?

SUBMITTED BY:

CHRISTINE BACHRACK
COLUMBUS, OHIO

DIANE MURRAY
41 COLEMAN ST.
DORCHESTER,
MASS.

LINDA LAZARUS
95 CHESTER AVE.
CHELSEA,
MASS.

OTHER WINNERS:

PEGGY
EDDY
NINETY SIX,
SOUTH
CAROLINA

SEND YOUR LETTERS TO:
CONTEST EDITOR
"MY FRIEND IRMA"
270 PARK AVE.
NEW YORK 17, N.Y.

MORE WINNERS:

KAREN EDDLEMAN
RR #1 BOX 528
EAST MOLINE, ILL.

BARBARA HARRIS
5727 MCCLELLAN ST.
FT. WAYNE, INDIANA

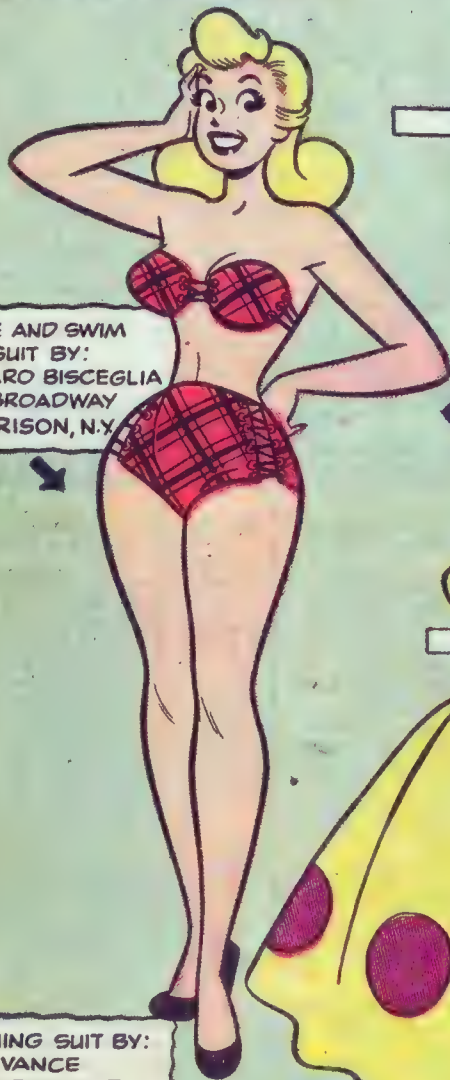
SUE HELLIWELL
224 N. SECOND ST.
BRIDGEPORT, CALIF.

MY NAME IS _____
ADDRESS _____
CITY AND STATE _____ AGE _____

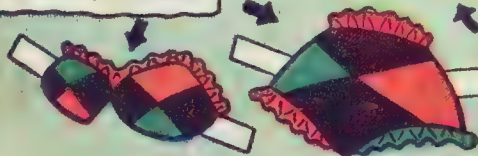
B729

IRMA'S FASHIONS

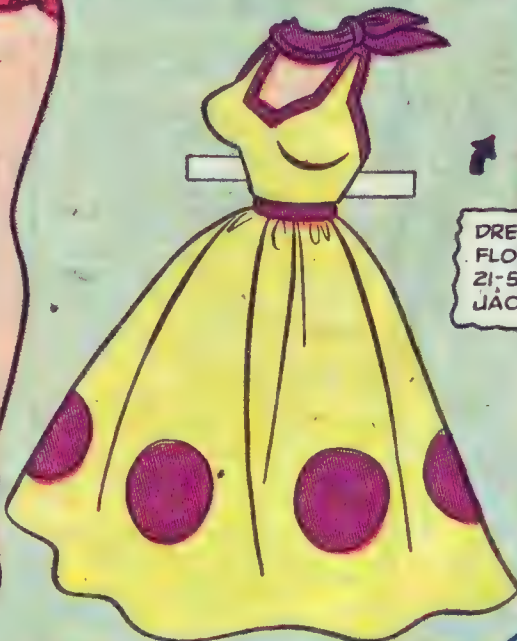
POSE AND SWIM
SUIT BY:
CHIARO BISCEGLIA
94 BROADWAY
HARRISON, N.Y.



BATHING SUIT BY:
PAT VANCE
626 S. KNIGHT
WICHITA, KANSAS



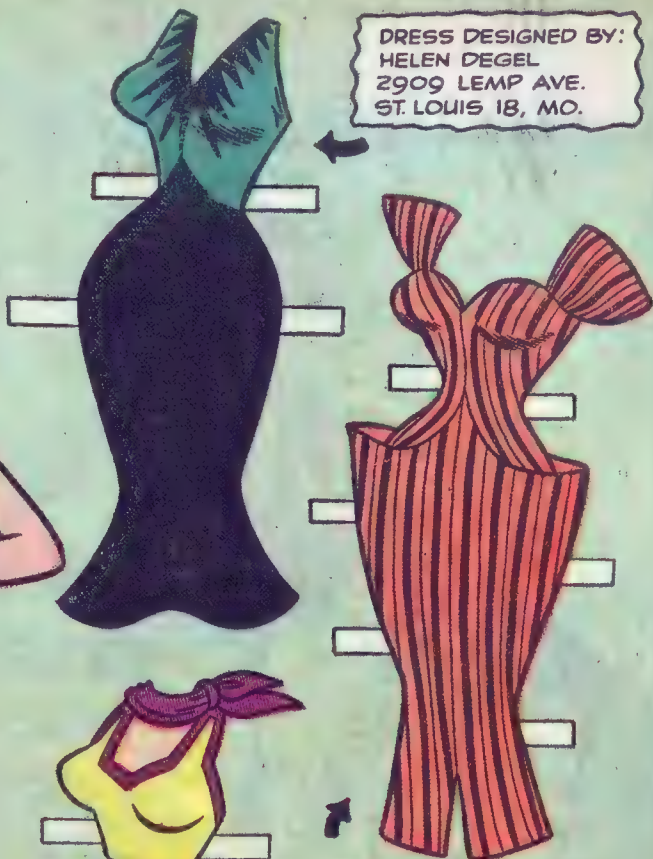
DRESS DESIGNED BY:
SARA ALTHERR
1800 MORTON ST.
LAFAYETTE, IND.



DRESS DESIGNED BY:
MARILYN VAN LELVEN
360 W. 8TH
PROVO, UTAH



DRESS DESIGNED BY:
HELEN DEGEL
2909 LEMP AVE.
ST. LOUIS 18, MO.

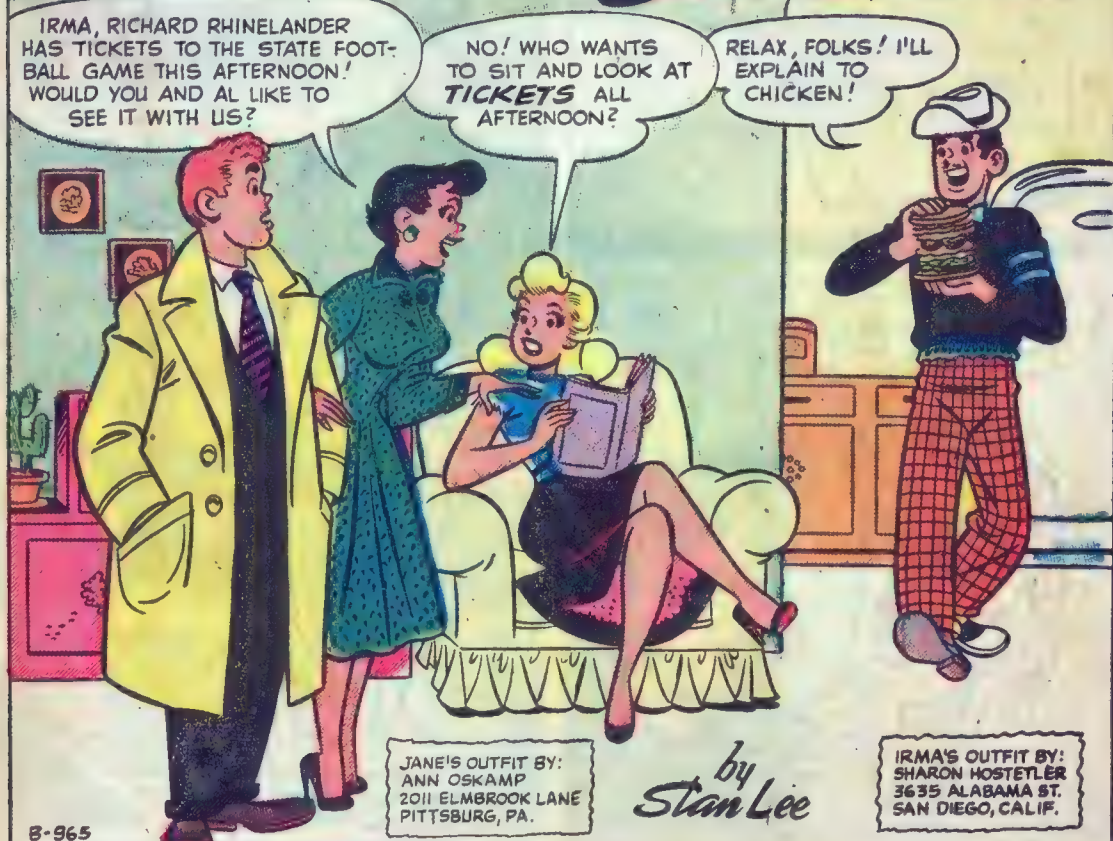


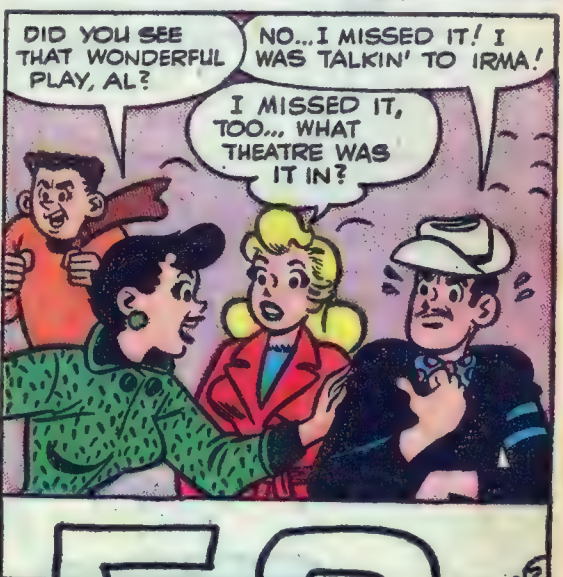
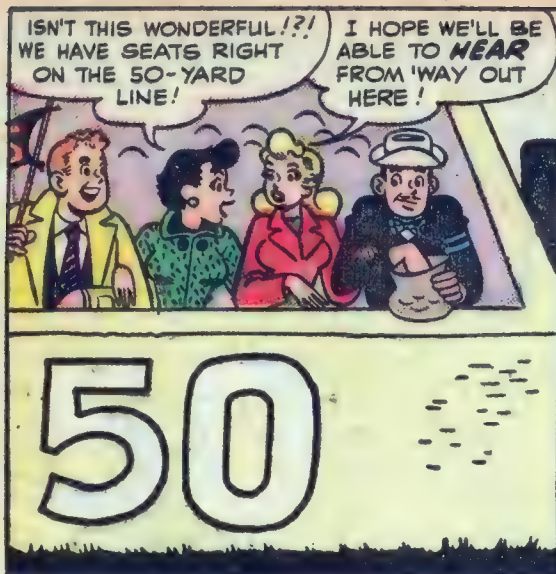
DRESS DESIGNED BY:
FLORENCE BARBARITO
21-58 81ST ST.
JACKSON HEIGHTS, N.Y.

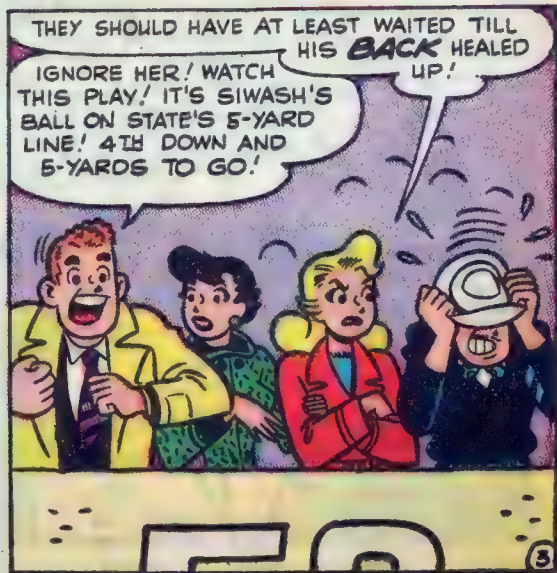
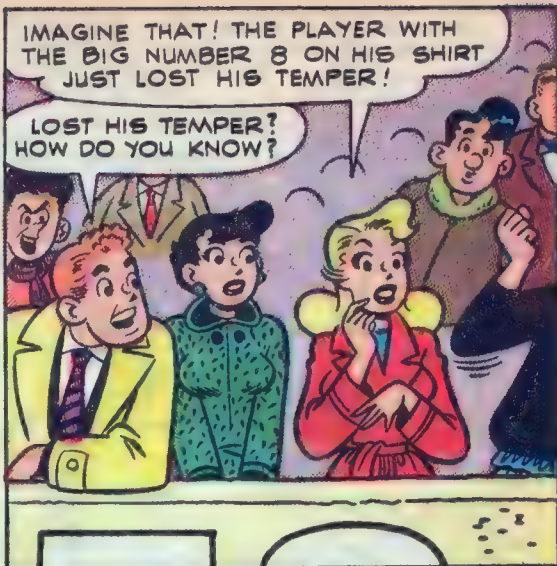
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IRMA'S FASHION CLUB!
SEND YOUR FASHION IDEAS TO:
"MY FRIEND IRMA"
FASHION CLUB
270 PARK AVE.
NEW YORK 17, N.Y.

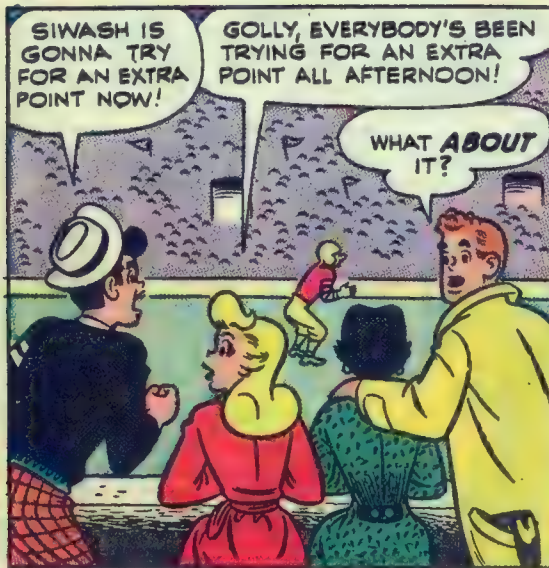
AMERICA'S FUNNIEST TELEVISION AND RADIO STAR

My Friend IRMA









FOR THE BEST IN HUMOR LOOK FOR THE ATLAS SEAL ON THE COVER!



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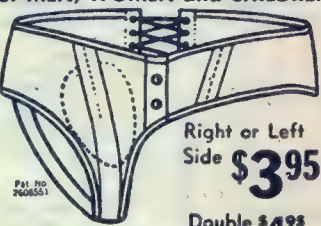
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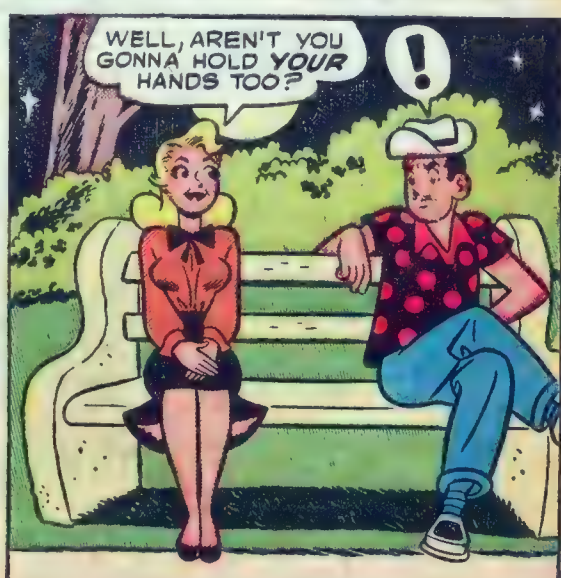
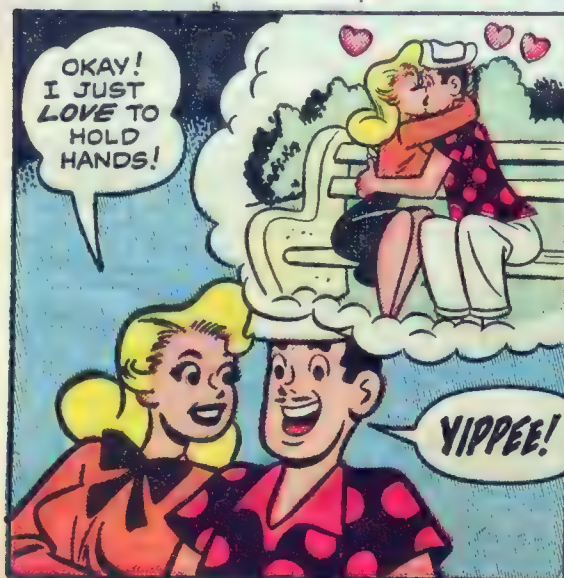
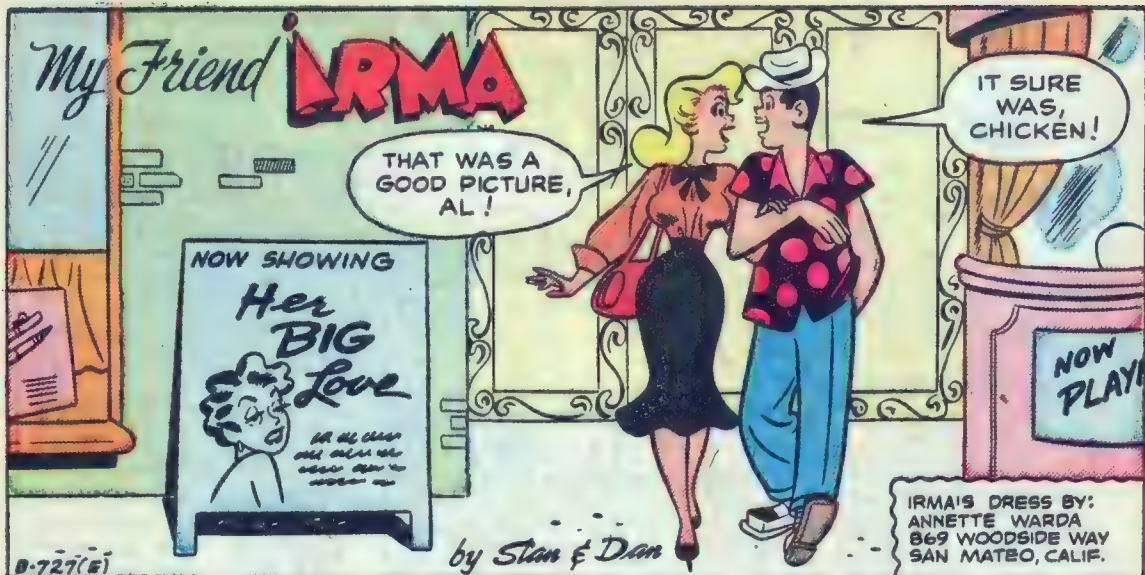
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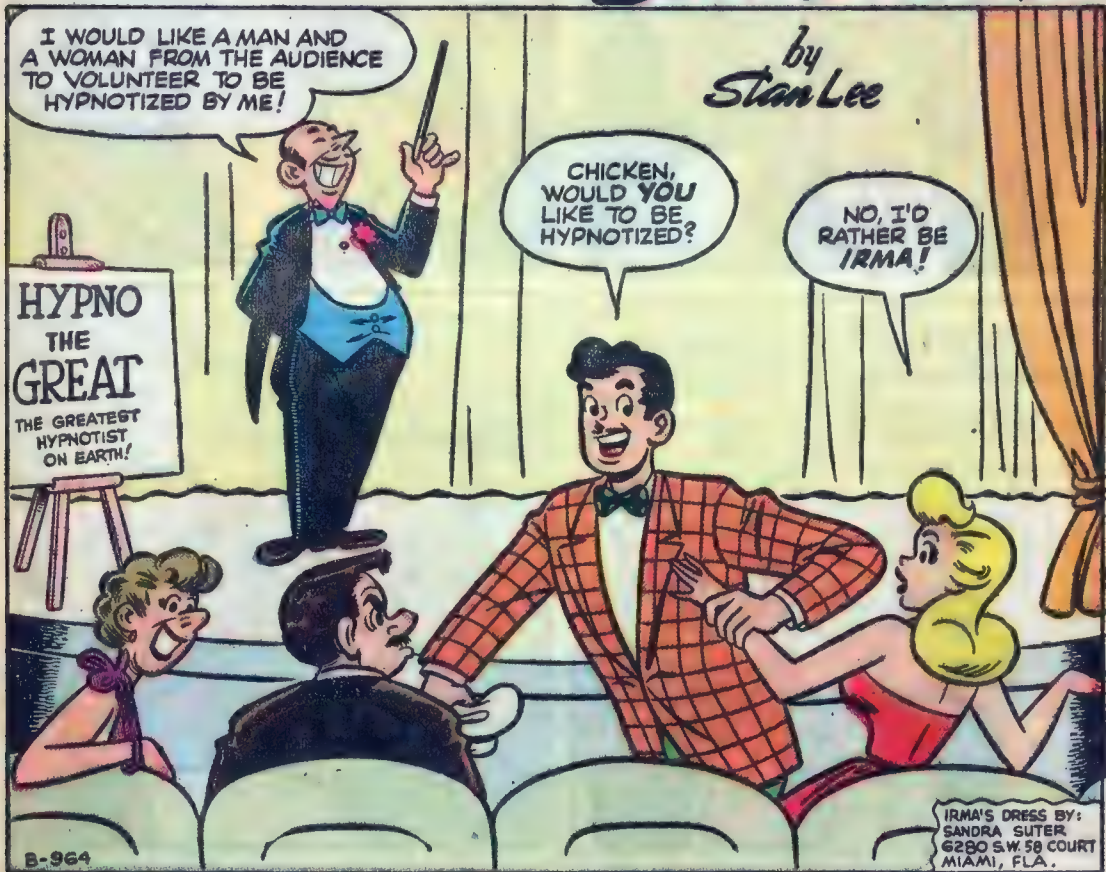
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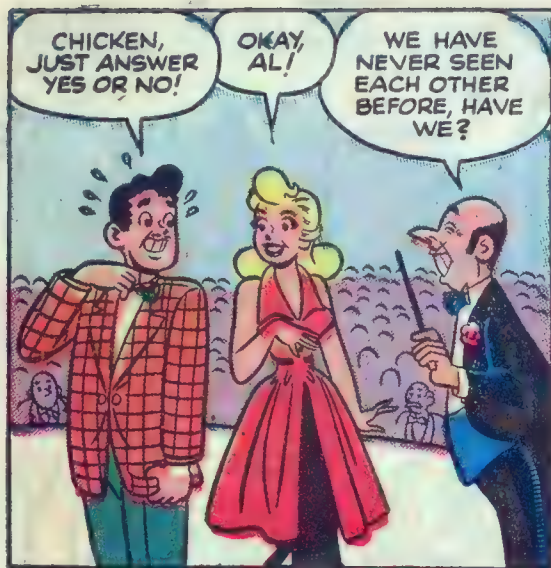


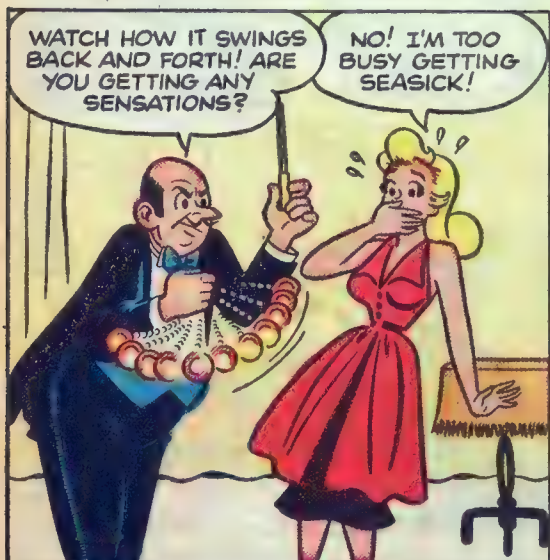
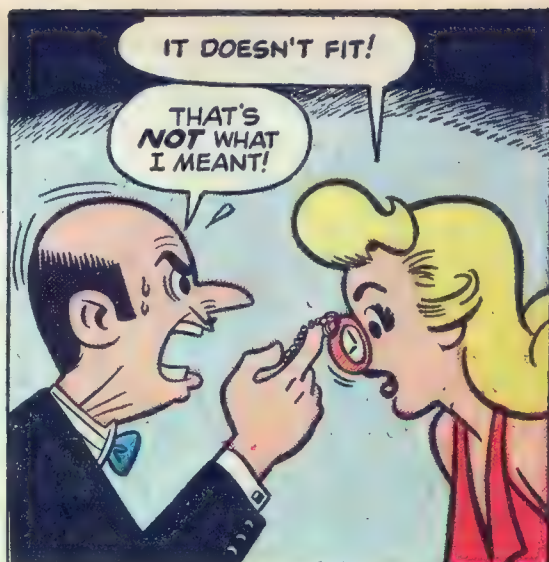
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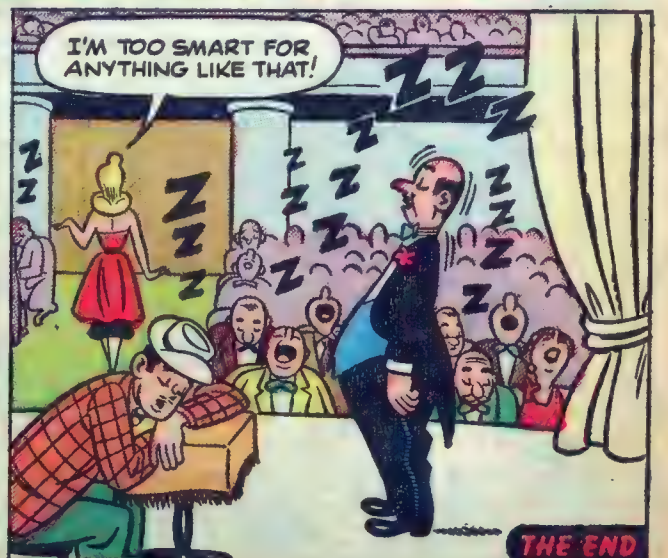
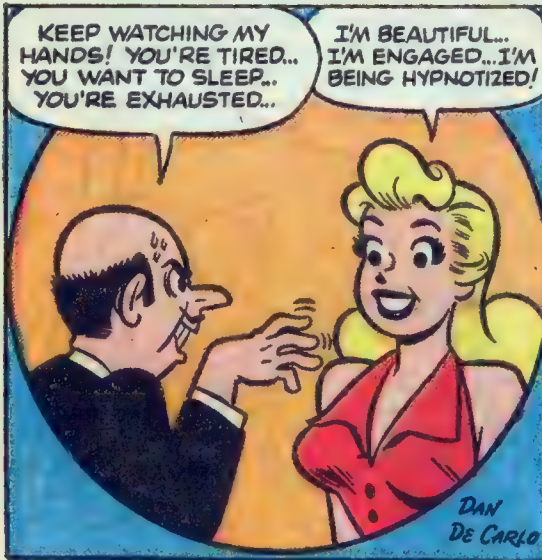
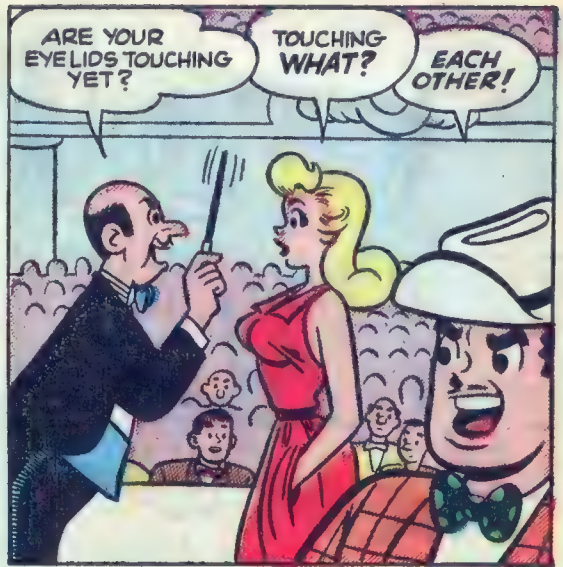
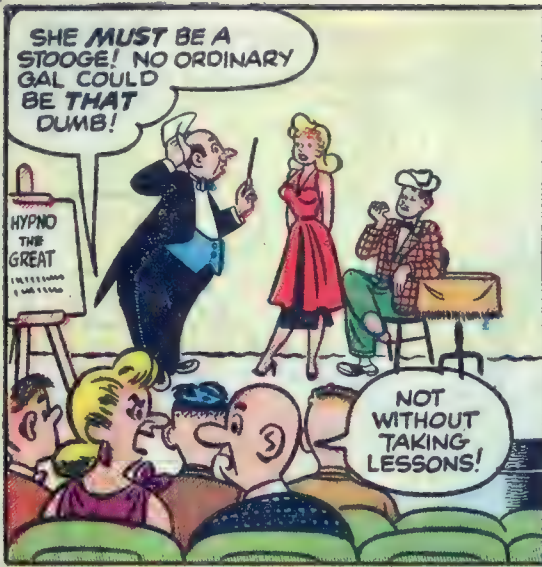
My Friend **IRMA**

by
Stan Lee











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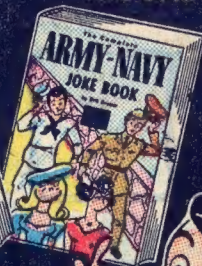


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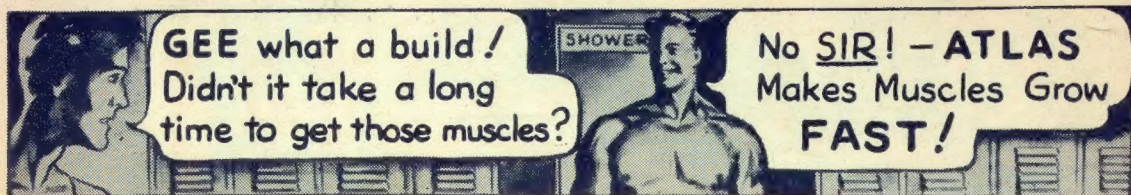
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LET ME START SHOWING RESULTS FOR YOU

<p>5 inches of new Muscle</p> <p>"My arms increased 1½"; chest 2¼"; fore-arm ¾". —C.S., W.Va.</p>	<p>What a difference!</p> <p>"Have put 3½" on chest (normal) and 2½" expanded." —F.S., N.Y.</p>
<p>Here's what ATLAS did for ME!</p> <p>BEFORE AFTER</p> <p>John Jacobs John Jacobs</p>	<p>For quick results I recommend CHARLES ATLAS</p> <p>"Am sending snapshott showing wonderful progress." —W. G., N. J.</p> <p>GAINED 29 POUNDS</p> <p>"When I started, weighed only 141. Now 170." —T. K., N. Y.</p>

CHARLES ATLAS

Awarded the title of "The World's Most Perfectly Developed Man" in international contest—in competition with ALL men who would consent to appear against him.

Here's What Only 15 Minutes a Day Can Do For You

I DON'T care how old or young you are, or how ashamed of your present physical condition you may be. If you can simply raise your arm and flex it I can add **SOLID MUSCLE** to your biceps—yes, on each arm—in double-quick time! Only 15 minutes a day—right in your own home—is all the time I ask of you! And there's no cost if I fail.

I can broaden your shoulders, strengthen your back, develop your whole muscular system **INSIDE and OUTSIDE!** I can add inches to your chest, give you a vise-like grip, make those legs of yours lithe and powerful. I can shoot new strength into your old backbone, exercise those inner organs, help you cram your body so full of pep, vigor and red-blooded vitality that you won't feel there's even "standing room" left for weakness and that lazy feeling! Before I get through with you I'll have your whole frame "measured" to a nice, new beautiful suit of muscle!

What's My Secret?

"Dynamic Tension!" That's the ticket! The identical natural method that I myself developed to change my body from the scrawny, skinny-chested weakling I was at 17 to my present super-man physique! Thousands of other fellows are becoming marvelous physical specimens—my way. I give you

no gadgets or contraptions to fool with. When you have learned to develop your strength through "Dynamic Tension" you can laugh at artificial muscle makers. You simply utilize the **DORMANT** muscle-power in your own God-given body—watch it increase and multiply double-quick into real solid **LIVE MUSCLE**. And you'll be using the method which many great athletes use for keeping in condition—prize fighters, wrestlers, baseball and football players, etc.

My method—"Dynamic Tension"—will turn the trick for you. No theory—every exercise is practical. And, man, so easy! Spend only 15 minutes a day in your own home. From the very start you'll be using my method of "Dynamic Tension" almost unconsciously every minute of the day—walking, bending over, etc.—to **BUILD MUSCLE and VITALITY**.

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☐ If under 14 years of age check here for Booklet A.



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